



VIETNAM WAR COMMEMORATION ADVISORY COMMITTEE

June 3, 2016





Agenda



➤ *Commemoration Update:*

- Strategy & Engagement
- Commemorative Partners
- Events
- History & Legacy

➤ *Communications Working Group Out Brief*



STRATEGY AND ENGAGEMENTS



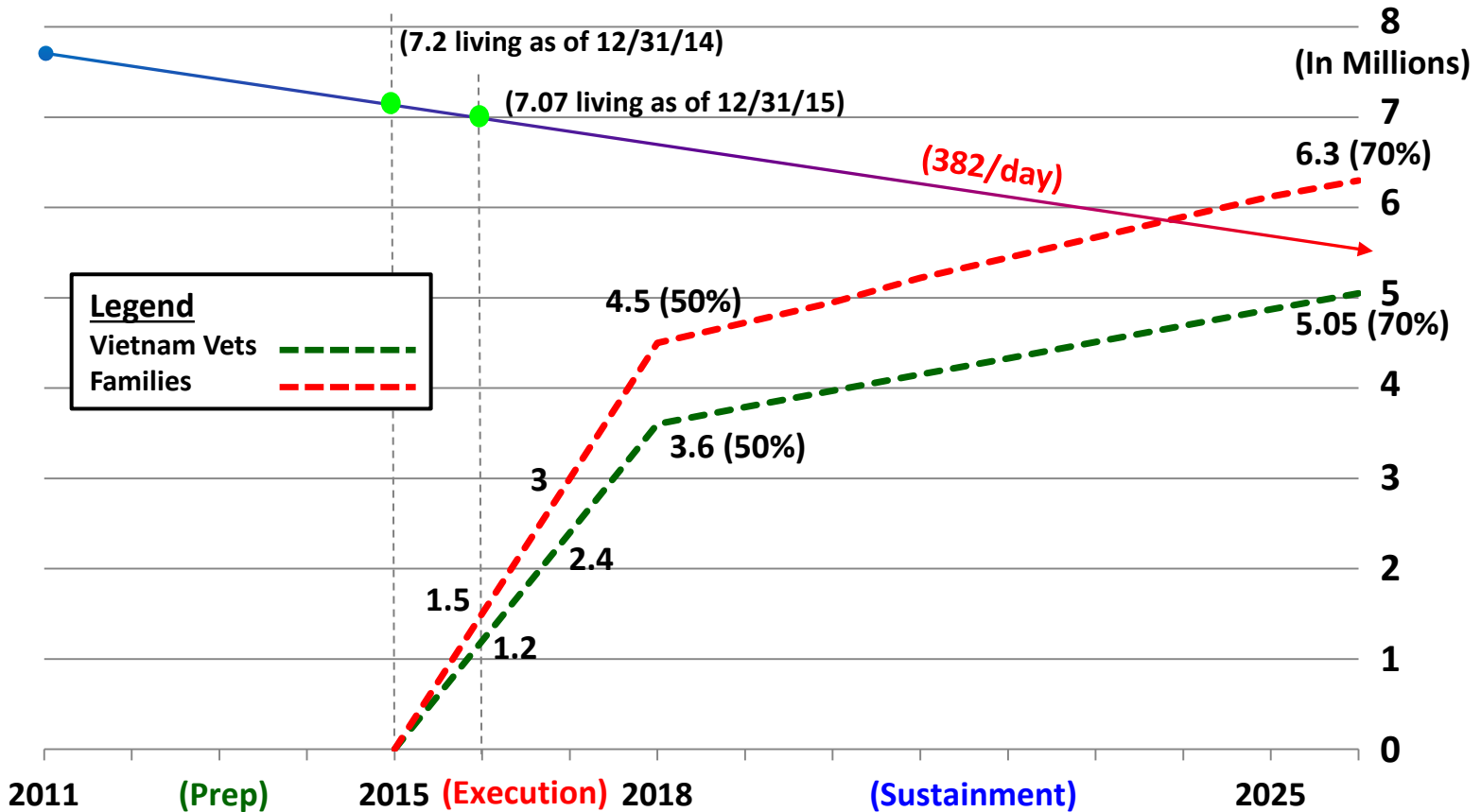


Original Projections



Strategy & Engagement:

Vietnam Veterans and Their Families Thanked & Honored by CPs
Original Projections: 50% (of 7.2M/9M) by 31 Dec 17; 70% by 11 Nov 25



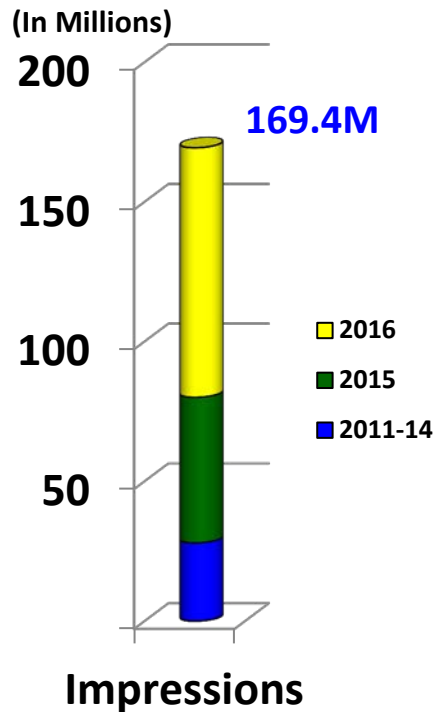


Progress Summary

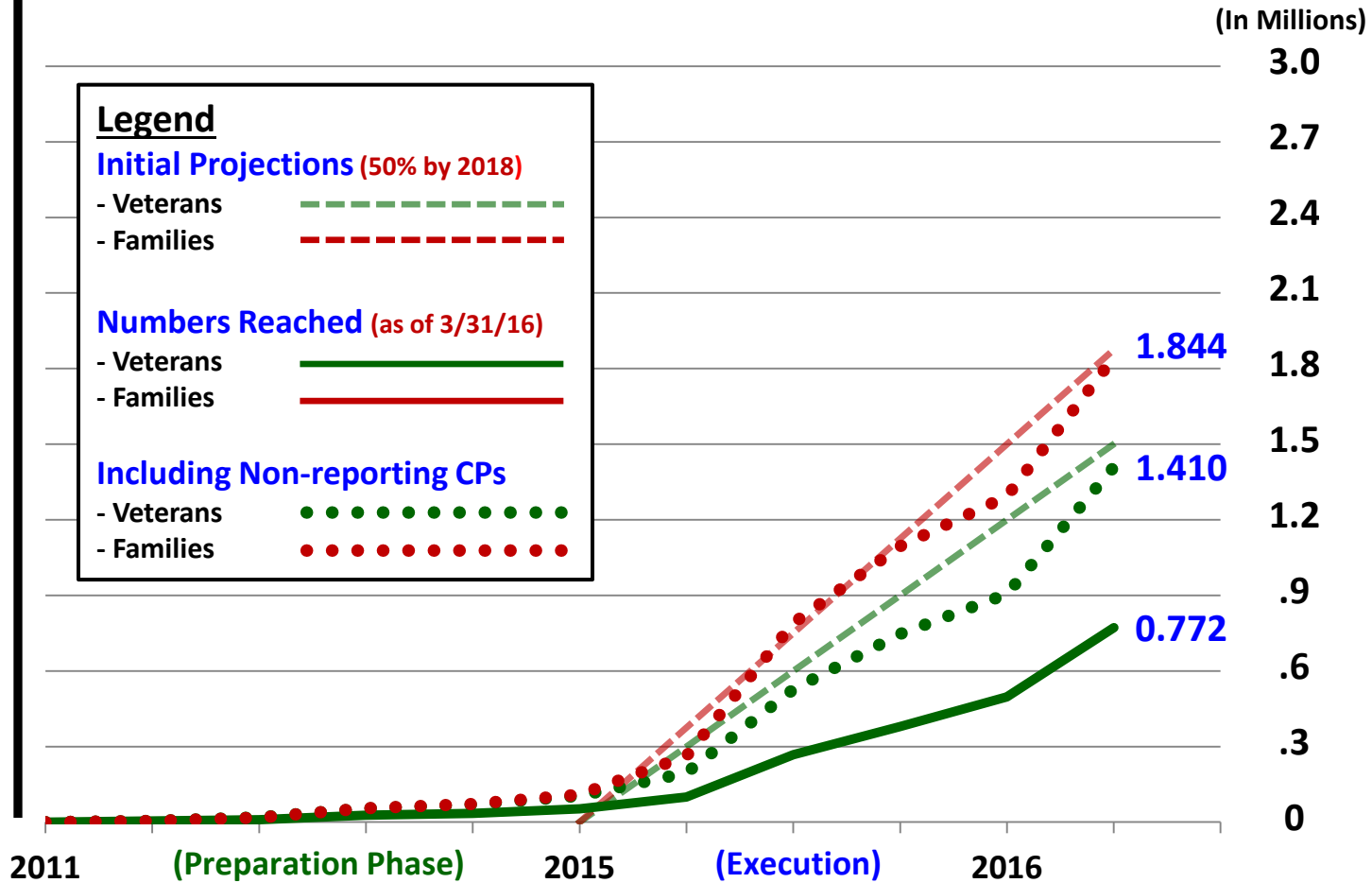


Media "Impressions"

(Americans hearing, viewing, reading about VWC via media)



Vietnam Veterans (7M living) and their Families (9M total) Thanked and Honored



*Numbers Reached: Drawn from CP AARs, plus extrapolations for AARs not yet submitted

*Impressions: Cumulative # of Americans hearing, viewing and reading about the Commemoration via television, radio and print media. Drawn from CP AARs, plus extrapolations for AARs not yet submitted.



Current Initiatives



- **Engaging Media and the American Public with our “National Voice”**
 - Joe Galloway interview on NPR, 1M+ listeners
 - Vietnam Magazine – 2 articles, 31K+ readers
 - VFW Radio – 2 interviews, 1.2M listeners + 450 AFN stations
 - AUSA – Gen Gordan Sullivan online article
 - LZ Maryland – Maryland State Fairgrounds, 18-19 June, 2016, honoring Vietnam veterans from MD, VA, DC
 - Program Ad, speaker, lapel pins for conference of National Assn of County Veteran Service Officers
 - Communication Products: VWC SITREP, information & media Kits, VWC website and social media posts

- **Engaging and Supporting CPs**
 - VA—Mar 29, Vietnam Veteran’s Day, 185K lapel pins distributed; 350 VA locations
 - Historynet.com—Rolling Thunder, 850K veterans



Current Initiatives



- **Bottom Line – we are making inroads into the Vietnam veteran communities and with the American public in general.....*its all about the veterans and their families, not us.....BUT WE NEED YOUR HELP to be even more effective.***
 - OpEds, articles, media interviews, public speaking
 - Help us inspire the Nation to recognize, respect, thank and honor our Vietnam veterans and their families



COMMEMORATIVE PARTNER PROGRAM





Commemoration Update



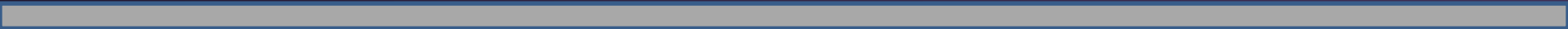
COMMEMORATIVE PARTNER (CP) UPDATE:

- **Current Approved CPs: 10,000**
 - **Civilian: 8,899**
 - **Military: 1,101**

- **Pending Applications: 128**



EVENTS





Events Update

TOTAL EVENT SUPPORT:

Calendar Year	Staffed Events	Materials and/or Advertising Support	Total
2012 (late Oct)	36	84	120
2013	78	394	472
2014	104	569	673
2015	166	2304	2470
2016	14	1063	1077
Total (since FY 2012)	398	4414	4812

Calendar Year	Staff Events with Speaking Roles
2012	19
2013	57
2014	72
2015	123
2016	13
Total	284

Supported 200 events for May 2016

Total of **4812** events have occurred since FY 2012
Of the **398** staffed events, **284** had speaking roles
3500 total events are forecasted for 2016



Events Update



EVENTS UPDATE:

- **January 2016 - April 2016 – 1,077 events have been supported**
- **January 2016 - April 2016 – 275,245 lapel pins have been distributed to Commemorative Partners**
- **SECDEF awareness project ICW OSD protocol**
- **Reachback with 40 VA entities (29 March) have resulted in the return of 5,500 lapel pins (ongoing)**
- **March 29th has inspired VA activity via town halls; presentations at outreach clinics; Physician involvement**



Events Update



Selected Major Events Completed

Date	Event Title	Location
26-28 Apr 2016	Austin, TX	LBJ Library "The Vietnam Summit"
29 Apr 2016	Atlanta, GA	Army Aviation Association of America (Carl McNair)
4 May 16	Midland, MI	Congressman John Moolenaar (4 th Congressional District)/Vietnam Veterans Recognition Ceremony

Major Upcoming Events Next 30 Days

Date	Location	Event Title
6 Jun 2016	Washington, DC	Nebraska Vietnam Combat Honor Flight
14 June 2016	Boston, MA	Fenway Park Celebrates Flag Day
18-19 Jun 2016	Timonium, MD	Maryland PBS Vietnam War Veterans Event
22 June 2016	Ft Myer, VA	Twilight Tattoo



Events Update

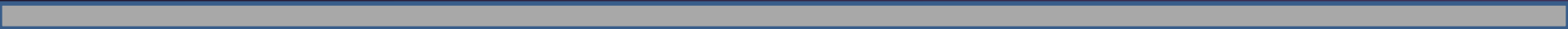


KEY EVENTS OF INTEREST

Date	Location	Event Title
TBD	The Pentagon	Pentagon Vietnam Veterans Recognition Ceremony
26 May 2016	Washington, DC	2016 HUD Memorial Day Commemoration Ceremony
26 May 2016	Pax River, MD	Memorial Day Commemoration-Naval Air Station
14 June 2016	Boston, MA	Fenway Park Celebrates Flag Day
18-19 Jun 2016	Timonium, MD	Maryland PBS Vietnam War Veterans Event
18 Jun 2016	Washington, DC	DAR National Defense Night
TBD 2017	The Pentagon	The Vietnam War Corridor Opening
23-28 May 2017	Honolulu, HI	Hawaii National/International Event



HISTORY AND LEGACY





History & Legacy Update



Oral History Interviews

Number of completed
verbatim transcriptions: **74**

- Number of conducted oral history interviews: **232**

U.S. Army: **160** (10 women veterans)

USAF: **17** (1 woman veteran)

USGC: **2**

U.S. Navy: **21** (1 woman veteran)

USMC: **29**

Gold Star Family: **3**

- **2016** Oral History Interview Schedule:

- ✓ **24 June – 1 July** Engineer Day, Saulte Saint Marie, Michigan (internal support)
- ✓ **11 – 14 July** Washington, D.C. (internal support)
- ✓ **18 – 22 July** Fort Bragg, North Carolina (internal support)
- ✓ **15 – 19 Aug** Washington, D.C. (internal support)

Thematic Poster Series:

- **“Combat Medicine”**: Working
- **“Latino Veterans in the Vietnam War”**: Working
- **“War Dogs”**: Revising

Pentagon Corridor Exhibit:

- Huey Helicopter Prep underway
- Contract Bidding Closed 25 May; expect to award early June

Teacher’s Tool Kit:

- Will brief D.C. Public Schools (4 June) during their respective annual meeting.
- Have agreed to pilot the Teacher’s Toolkit



BREAK





Communications Working Group Out Brief





CONCLUDING COMMENTS

